

# BRAND IDENTITY AND COMMUNICATIONS PROPOSAL

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THE LA FASHION DISTRICT

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## CONTACT

Genevieve Haines, President  
Haines & Co., Inc.  
419 N. Larchmont Blvd., #44  
Los Angeles, CA 90004  
[ghaines@hainesco.com](mailto:ghaines@hainesco.com)  
310.940.8323



Haines&Co.

# THE LA FASHION DISTRICT

A PLACE THAT HAS INTRIGUED AND INSPIRED  
AN EPICENTER OF CREATIVE TALENT AND ENTERPRISE  
A CULTURAL CENTER CHARACTERIZED BY DESIGN AND STYLE  
AN EVOLVING AND HIGHLY DESIRABLE NEIGHBORHOOD IN THE EXCITING DTLA AREA

To the LA Fashion District team,

Over the years, the Business Improvement District has made strides in making the LA Fashion District a clean, safe and friendly place to work, shop, live and do business. With a revitalization of this one hundred block of eclectic, creative places, businesses, and retail and restaurant offerings well underway, it is time to get constituents connected to the work that's been done, while setting the roadmap for future outreach.

We agree with your project goals. They will provide the needed foundational insight to develop a future-oriented communications plan.

In considering our approach we've been mindful of both your objectives and the important work you've already accomplished. Our efforts will focus on:

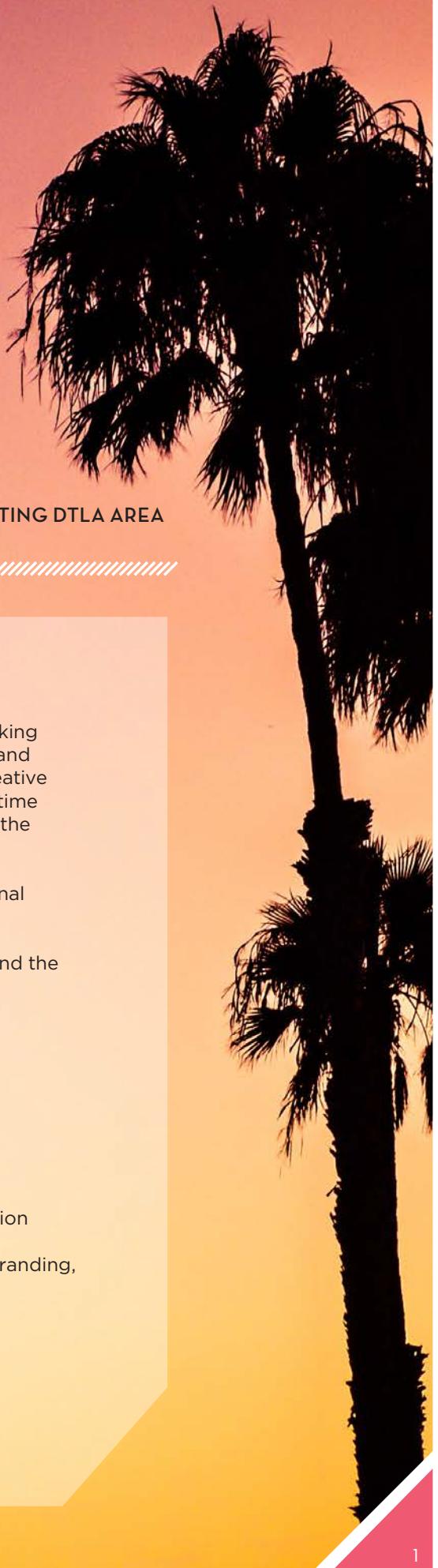
- Existing perceptions and brand awareness research
- Brand messaging and positioning
- Communications plans and activities

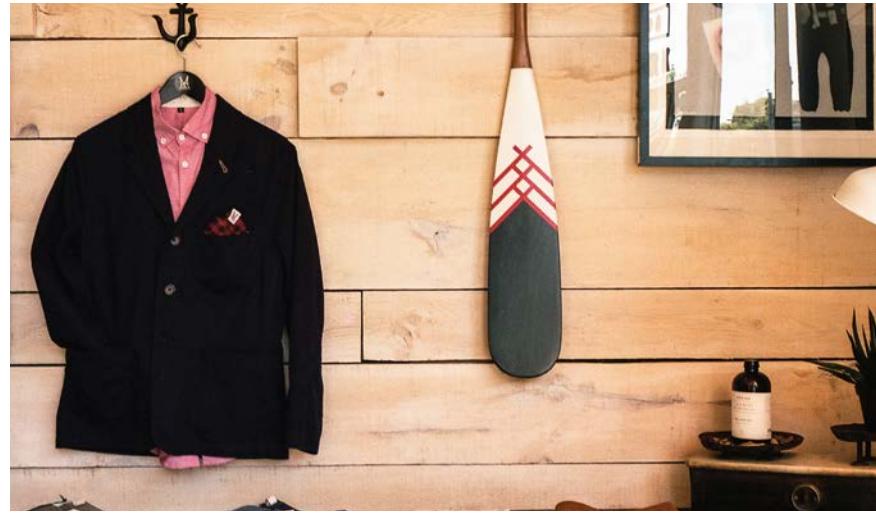
It is our intention to bring our unique set of experiences and expertise to:

- Identify and define real opportunities for outreach and messaging,
- Inspire unity of voice and purpose across all stakeholders
- Provide strategic and tactical recommendations to position the LA Fashion District as an attractive and vibrant community
- Assemble a cross-disciplinary team capable across marketing, design, branding, and media relations.

We would be excited to be selected as your partner in this effort.

Sincerely,  
Genevieve Haines  
Haines & Co., Inc.  
310.940.8323





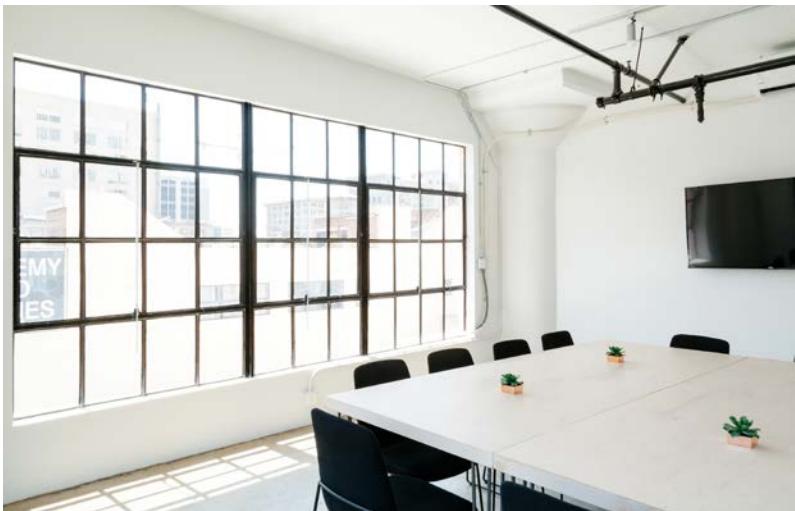
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## PART ONE:

# THE LA FASHION DISTRICT BRAND

A brand doesn't belong to an organization. It exists in the minds of constituents. Similarly, a place isn't solely owned by property owners. It is claimed by the people who live, work, play and create there.

Organizations that build great brands — and places that become sought-after destinations — start with a foundation of engaging, memorable, and credible messages that establish what a place stands for.

More broadly, powerful messages that resonate with people are about ideas that people not only buy, but BUY INTO.

The LA Fashion District is uniquely positioned to give constituents many ideas to buy into:

- A bustling urban center that is at once eclectic and unified by its commitment to creativity and style.
- One hundred blocks of style for those looking for a deal and for those looking to set themselves apart from the crowd.
- And recently, it is a place of transformation and revitalization — redefining itself as a neighborhood, a destination, a retail center, and a community of creative enterprises.

This is an exciting time.

## PART ONE: THE BRANDING PROCESS

It is not unusual for cities, civic centers, and other cultural locations to let their brands evolve over time. After all, these types of destinations are by their nature living and breathing, constantly shifting and responding to changing traffic patterns, developer plans and consumer sensibilities.

At the same time, with all eyes on Downtown LA, knowing what the LA Fashion District “owns” in the mind of their constituents and stakeholders — and how to leverage those insights into brand-building tools — can be an important way to attract an audiences, generate buzz, and build a more viable and enduring platform for communications outreach.

The pillars of focus throughout our engagement will be building blocks upon which you can continue to grow and expand your reach, while staying true to your authentic sense of place and position with the Los Angeles landscape. We recommend the following building blocks:



During our initial phase of work, we will spend time doing discovery — getting to know you, conducting site visits, monitoring the press and media attention you already attract, and identifying the possibilities for building capacity. Those central ideas, visual elements, messages, and opportunities for outreach will become a “playbook,” or in this case, a “style guide,” for your path forward.

During discovery we will:

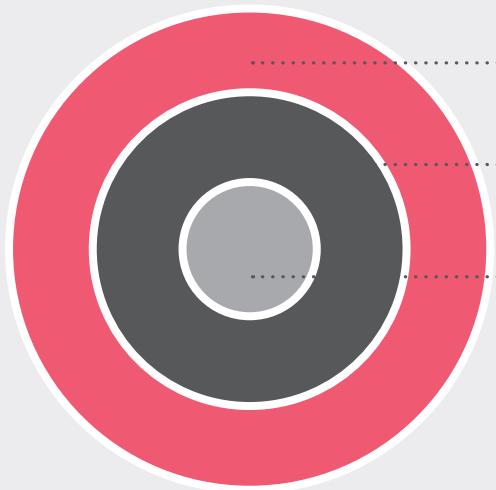


A messaging matrix adapted to target audiences will become a foundational element for use and reuse—enabling a cohesive, consistent narrative to unfold over time.

# LA FASHION DISTRICT AUDIENCES

## SPHERES OF INFLUENCE:

The two groups at the core of this chart — BID staff/board, businesses, and those living and working within the BID — can be mobilized as ambassadors of the LA Fashion District's messages.



**GENERAL PUBLIC**

**BUSINESSES  
AND RESIDENTS  
WITHIN THE BID**

**LA FASHION  
DISTRICT STAFF  
AND BOARD**

Consider this from "The Ultimate Marketing Machine," in the *Harvard Business Review*:

*"Marketing has become too important to be left just to the marketers. All employees, from store clerks to IT specialists, must be engaged in it."*

While the quote is about corporate structures, the intent is relevant to the BID – the more individuals who share the brand and understand the marketing approach, the more effective the organization will be.

The effort will equip BID's stakeholders with:

- Materials, logos and color palettes
- Consistent messages aligned to target audiences
- Planning tools and action items
- A shared mission and vision for the future

## EXPERIENCE

Members of the team handled messaging for UCLA's outreach around economic impact. Simple and memorable message points – "Every dollar taxpayers invest in UCLA generates almost \$15 in economic activity" and "UCLA is the 7th largest employer in LA County" – were developed and repeated in advocacy visits to City Hall, Sacramento and Washington, D.C., on billboards, online, in media outreach and in print publications. Staff, alumni and boosters were equipped with pocket-sized message cards and provided an online "toolkit" with cut-and-paste messages for their own projects.

A similar approach on behalf of LA Fashion District can inform, support and align our outreach for maximum impact.

To better understand how these elements come together in meaningful and impactful action items, we have provided a snapshot of the types of efforts we would undertake on your behalf as we move from research and identity into communications and public relations initiatives.



## PART ONE:

# MESSAGE DEVELOPMENT

At Haines & Co, we bring sector experience as well as research and branding expertise, but two factors make our team different:

1. We develop messaging that not only fulfills a marketing function, but **supports business and organizational objectives**.
2. We know the very best messaging is useless if it sits on a shelf — so we understand how to bring messages to life across various media, thoughtfully concerning ourselves with when and where to deploy in the most cost-effective ways possible.

We will work with LA Fashion District to both integrate new messages into all outreach — from media relations to blogger outreach to events and collateral — as well as bring the messages to all the potential Fashion District “ambassadors.” Providing today’s developers, operators, retailers, residents, and management teams with consistent messages AMPLIFIES and EXTENDS the reach of your story.



## PART ONE:

# COMMUNICATIONS ACTIVITIES TO EXTEND THE BRAND

Why a communications plan?

A clear and prioritized communications plan can protect the brand, generate consumer loyalty and drive growth:

- Benefit: Increasing effectiveness of outreach
- Benefit: Reducing confusion and “missed opportunities”
- Benefit: Saving time and money

**We will prioritize communications time and budget around the BID's business objectives.** We will:

1. Develop a staged communications plan
2. Provide tools and resources to build internal capacity to implement communications activities

We don't do “cookie-cutter” work – every plan we develop in partnership with clients is unique and tailored to the business goals of the individual organizations we work with.

- We recognize that the LA Fashion District is unlike any other place in the world.
- We will offer a plan that capitalizes on the BID's strong ties and emerging opportunities.
- Since resources, opportunities and assets tend to present themselves through the initial brand research and intake meetings, those will be taken into account as well.

In this planning, **working collaboratively is critical.** By co-creating a plan and beginning implementation together:

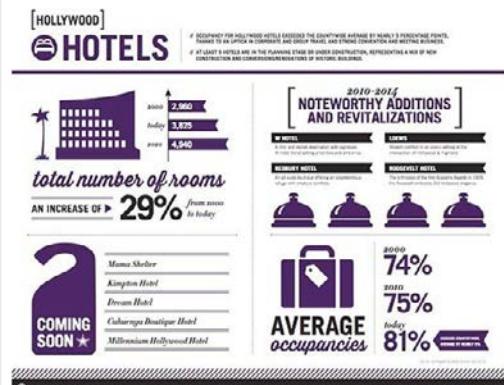
- The BID can be sure that activities are relevant and do-able.
- That staff is positioned for success in implementation – meaning the budget is used to create SUPPORTS and SYSTEMS that will be useful after the marketing engagement ends.

A communications plan may include a mix of:

1. Stakeholder tools
2. Printed or digital materials
3. Public relations
4. Digital outreach

## Hollywood Prepping For Big Population Boom Over Next 5 Years

Friday, January 2, 2015, by Blanca Barragan



## 1. STAKEHOLDER TOOLS

We would work with the BID to make sharing the refreshed messages and visual identity with stakeholders as easy as cutting and pasting with a Brand Ambassador Online Toolkit.

For example, while on staff at UCLA, Genevieve Haines built a comprehensive online Message Toolkit. Together with logos and a visual identity, the entire campus community has access to a one-stop-shop for UCLA messages and branding.

Messages were divided by target audience (alumni, community leaders, future students), and made into conversational talking points that could be cut-and-pasted into brochures, websites, newsletters and emails and integrated into “elevator pitches.”

We would look at a similar approach for BID – equipping stakeholders to be brand ambassadors by making messaging and visual identity resources easy to use.

## **2. PRINTED OR DIGITAL MATERIALS**

With the updated branding and messages, the team would work with the BID to develop marketing materials. We tend to focus on materials that:

- Are tied in tightly to business goals
- Can be used with multiple audiences
- Have a long shelf-life and are easily updatable
- Are cost-effective

For example, for the Hollywood Entertainment District, our team created a series of infographics sharing key messages and data points. Bold visuals told the Hollywood story “by the numbers” – covering everything from investments in new construction to the economic power of residents. Infographics were:

- Printed on a set of postcards, making them a memorable and easy-to-share tool

- Posted in a new section on the website
- Pitched to media (resulting in a great story on Curbed LA, for example)

Since launch, demand for the infographics is high:

- Staff uses them to orient media and stakeholders to the Hollywood story.
- Real estate brokers are featuring the infographics in their Offering Memorandum - using the data to generate interest in and excitement about Hollywood among prospective commercial real estate tenants and investors.
- Postcards are in multiple printings - and internal staff is able to update the data annually.

We will look at outreach tools that serve the BID's business goals – which could take the form of handouts, newsletters, online videos or PowerPoint presentations, etc.

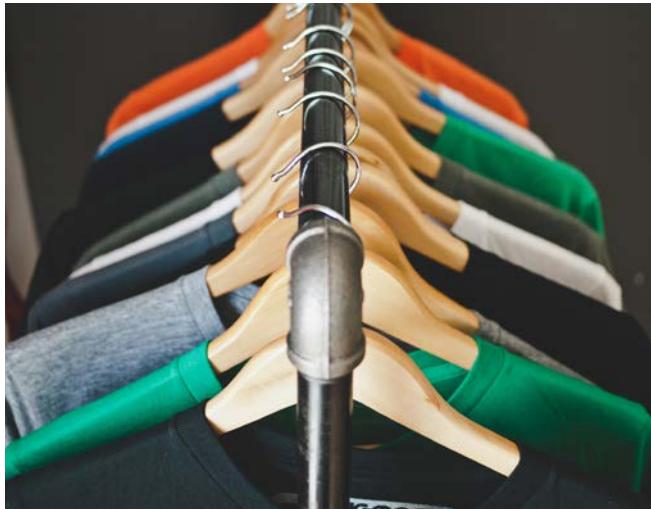
### **3. PUBLIC RELATIONS**

Our team will work with the BID to design and begin to implement a media outreach campaign. Options include:

## MEDIA PITCHES

Media pitches can be developed around data, new business openings, trends, events or areas of interest. For example, angles may profile both the big investments in the area and the small businesses around every corner employing the creative class. Partial list of potential media targets:

- L.A. general market and in-language media (e.g., Los Angeles Times, La Opinion, L.A. TV and radio)
- The Los Angeles Business Journal and national business publications
- Apartment trades
- Architecture, design and lifestyle publications
- Restaurant trades
- Travel media



## MEDIA TOURS

This approach would invite reporters and bloggers to experience a “day-in-the-life” in the LA Fashion District – giving these influencers the opportunity to experience the city at street-level.

Tours would align to relevant lifestyle-oriented interests with:

- Food reporters and bloggers experiencing local cuisine and meeting top chefs and tastemakers
- Mom bloggers exploring kid-friendly downtown
- Design reporters and bloggers experiencing the convergence of old and new in architecture and design
- Business bloggers exposed to the creative culture within the BID

Partial list of potential media targets:

### FOOD

- Eater LA
- Zagat LA
- LA Weekly Squid Ink
- Los Angeles Magazine Digest
- Gourmet Pigs
- Food GPS
- Gastronomy Blog
- Grubstreet
- UrbanDaddy
- LA and OC Foodventures

### LOCAL/TRAVEL/LIFESTYLE/LOS ANGELES

- Downtown News
- LA Times
- Los Angeles Magazine
- LA Weekly
- LAist
- Thrillist
- CurbedLA
- LA Observed
- Hidden LA
- Culture Spot LA
- Racked LA

Our team is experienced in planning press/blogger events for everything from restaurants to new product lines – including the annual East L.A. Meets Napa, an event attended by 100 media and food bloggers. So this is familiar territory for us.

## CRISIS COMMUNICATION

Preparation is key. We've prepared dozens of organizations to handle media crises, including assessing areas for potential crises and preparing protocols.

## OPINION OUTREACH

We will work to explore “thought leadership” opportunities for BID staff and board members, focusing on issues important to the BID.

## INCOMING MEDIA CALLS

We will meet with staff to better understand the current process for handling incoming media opportunities and conducting proactive outreach to reporters – and surface any pain points.

From there we will work together to build systems that make it seamless for staff and representatives to be responsive to media.

## 4. DIGITAL OUTREACH

It is likely that many of your audience members' first experience with the LA Fashion District is through a screen. We will audit the BID's online footprint – including social media, Google search results and website analytics – to determine how the BID looks online now. Recommendations will be tailored to make the most of the huge opportunities to influence audiences on cellphones, desktops and tablets.



## PART ONE: MAKE IT SEAMLESS

### BUILDING CAPACITY

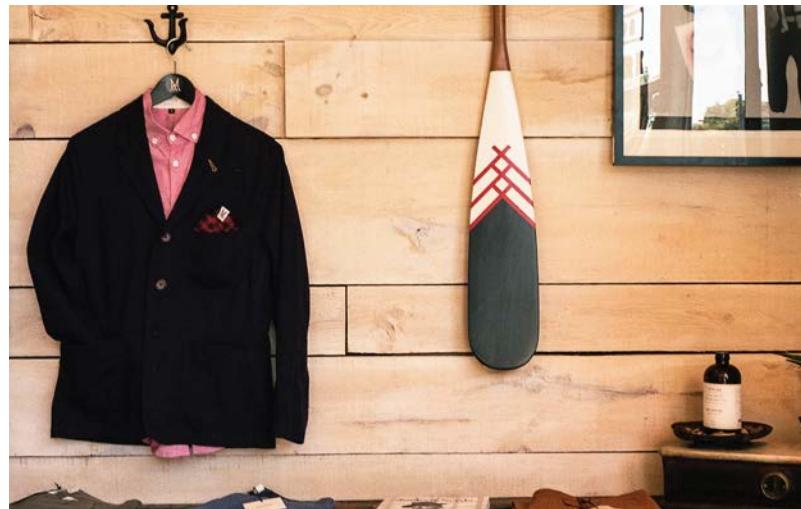
We recognize that this is a limited marketing engagement, and that the internal resources are constrained. Our proposal takes those factors into account.

Activities would be prioritized and do-able in phases.

We would focus on tools and systems designed to be useful after the engagement ends, such as:

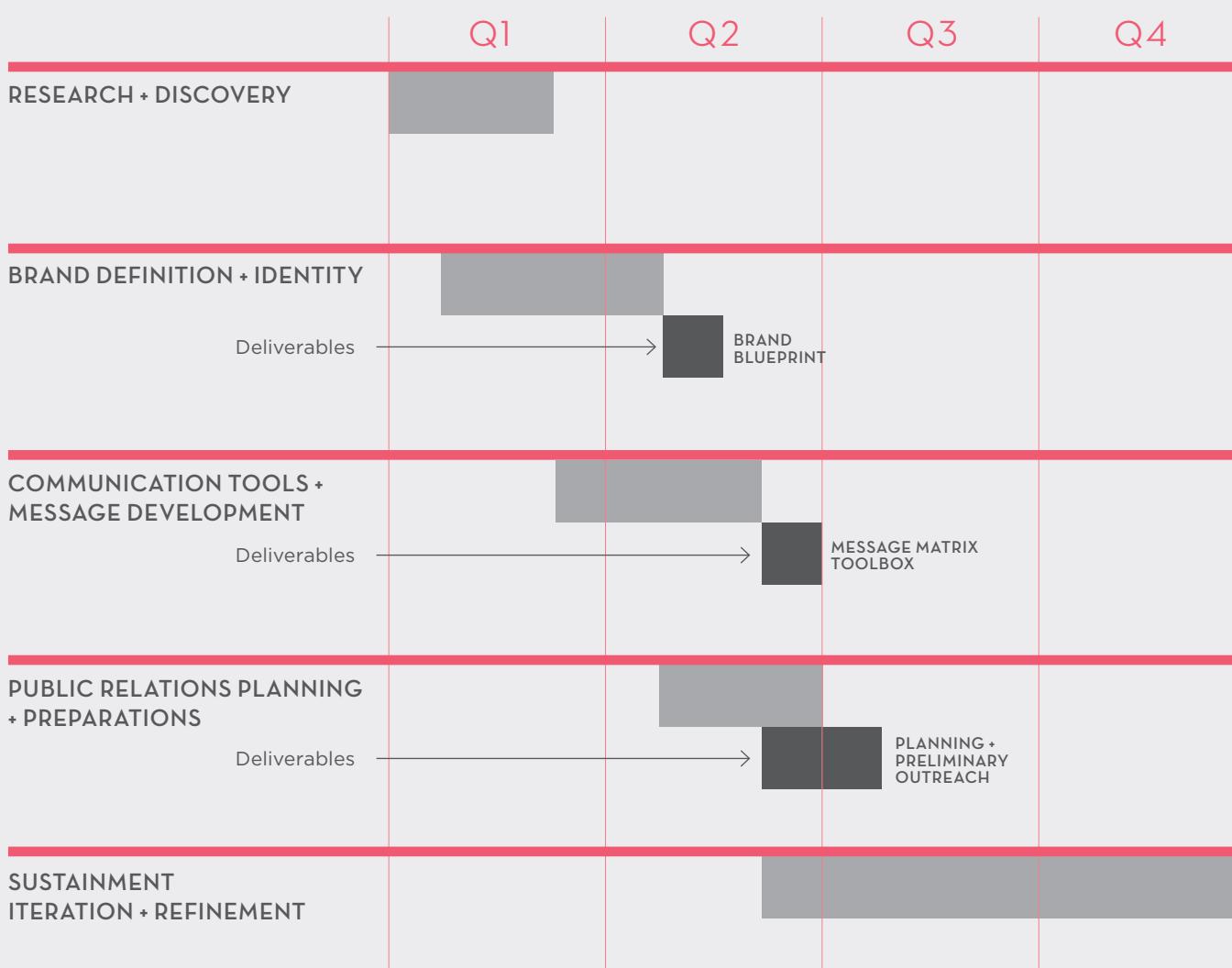
- An online message and branding toolkit
- Print and digital materials
- Media protocols

We would co-implement activities such as media tours and pitches, so frameworks can be established for future outreach.



## PART ONE: **WORKFLOW**

LA FASHION DISTRICT PROGRAM DEVELOPMENT  
MILESTONES + DELIVERABLES



# Haines&Co.



## PART TWO:

# COMPANY HISTORY AND EXPERIENCE

Haines & Co. was started in 2006 in Los Angeles with a big idea: Build a company that could network the very best people to do incredibly creative work for interesting clients.

Since then we've worked with billion-dollar companies, e-commerce start-ups, artists and universities on campaigns that help them:

- Connect with constituencies
- Change behaviors
- Be remembered in a cluttered world

## ADVANTAGES OF PARTNERING WITH US

In this dynamic media environment – where online communications are turning brands into legends and enabling movements to change history – we help clients leverage all the communication tools at their disposal to nurture deeper connections with their audiences.

For the LA Fashion District, we offer a team with:

- Volumes of experience creating memorable brands
- Expertise in empowering stakeholders to become brand ambassadors – whether across a decentralized bureaucracy like UCLA, or across a coalition like the Hollywood Entertainment District
- A deep understanding of the developer/investor audience
- Long-time relationships with Los Angeles media, bloggers and influencers
- A specialization in digital media

## PART TWO:

# MEET THE TEAM



## GENEVIEVE HAINES

### Account Lead

Genevieve Haines, president of Haines & Co., specializes in integrated communications. Her clients include billion-dollar companies, e-commerce start-ups, artists and universities. A frequent speaker across the country on topics including branding, leadership and social media, she has been quoted in the *Wall Street Journal* and *Inc.* magazine on technology issues.

Previously Haines was director of integrated communications at UCLA. She quickly built the University's social networking presence from non-existent into a nationally recognized leader – selected as a YouTube beta-test site and a Google case study.

Prior to that, Haines spent ten years at Los Angeles public relations firm The Roger Group. She ran \$20 million in programs for First 5 California, served as “Tony the Tiger’s campaign manager” (per the *Los Angeles Times*) as Tony competed for induction into the Madison Avenue Advertising Walk of Fame, and placed Spider-Man Pop-Tarts on *The Oprah Winfrey Show*. Her clients included the Los Angeles County Department of Public Works, the California Department of Public Health and the Los Angeles County Department of Health Services.

Haines serves as Chair of the Board of Trustees of Aviva Family and Children’s Services. She is a regular at Michael Levine’s fabric store.

## PART TWO:

# MEET THE TEAM



### CLARE SEBENIUS

**Creative Director & Concept Navigator**

Clare Sebenius brings her branding powers and sector experience in creative development, brand and concept definition, and developer/investor outreach to LA Fashion District.

Sebenius is a branding, marketing and creative professional with more than 20 years experience in brand management and development, design management, and intellectual property development. Over the past several years, she has developed sought-after expertise in creative assignments that impact the ways in which audiences experience brands.

Her work on a variety of brand development efforts — most recently focused on real estate and retail development — has resulted in the creation of location-based retail and entertainment venues, brand identities, consumer events, product development, and brand extension. She has also worked to identify opportunities for property owners, retail developers, and partnership marketing teams through the development of compelling sponsor, partnership, and integrated and event marketing initiatives. Along the way, she has expanded and extended the reach and relevance of public and commercial spaces.

Clare's most recent projects have included transformational brand and programming initiatives for Baldwin Hills Crenshaw Plaza during its \$40 million renovation, support to Caruso Affiliated's Strategic Alliance Group through development of partner and sponsor-related revenue-generating opportunities, a strategic recommendation and creative support to enliven Malibu Lumberyard, initial conceptual design and brand definition for DJM Capital's Pacific City in Huntington Beach, and reinvention of 40-year-old Earthbar — a Los Angeles-based Healthy Supply Co. since 1971.

Clare serves on the board of Blessed Sacrament School in Hollywood. She can often be caught browsing ACNE Studio or AESOP in the fashion district or soaking in the beauty at the Los Angeles Flower Mart.

## PART TWO:

# MEET THE TEAM



**ANGELA KIM**

**Art Director**

Angela Kim's expertise ranges from corporate branding and digital marketing to large-scale events. With over fifteen years experience, she continually strives to find innovative and creative solutions for her clients. She has worked with a number of real estate and retail development clients including Westfield, LAX, Caruso Affiliated, Simon Property Group, Ashkenazy Acquisition Corporation, CBRE and Yerba Buena Community Benefit District.

Besides her work on large-scale projects such as the \$150 million LAX Tom Bradley International Terminal Grand Opening, Angela's most recent work includes rebranding CBRE's newly owned properties Timberland Town Center and Vulcan Promenade 23 located in the Pacific Northwest. She has redefined their marketing strategies and executed the newly designed creative across all platforms. Prior to that, she has managed and art directed both print and digital campaigns for The Shops at The Bravern located Bellevue, WA. Her conceptual design and brand experience has given her a leg up in the retail development industry.

Angela has been an active AIGA member for the Los Angeles chapter for over 15 years and is involved with cultural and philanthropic initiatives in the Los Angeles community.

## PART TWO:

# MEET THE TEAM



### NERISSA R. SILAO

#### **Media Engagement**

Nerissa R. Silao has more than 20 years of public relations experience specializing in supervising media relations campaigns, planning large-scale events or launches and strategizing social media campaigns. She has worked with a number of large brands including Delaware North Companies Travel Hospitality Services, California Avocado Commission, Cameron Hughes Wine, Bosch, Thermador, Dole, Cunard Line, King's Hawaiian, Nestlé, See's Candies, Mattel, Bandai America Incorporated, Nintendo of America and Yahoo!.

Silao also conceived and led the implementation of Los Angeles' first-ever "Taste of FPAC," a successful Filipino food-focused event promoted solely via social media, pairing heralded chef Andre Guerrero of The Oinkster with Southern California's first Filipino food truck, The Manila Machine.

Previously Silao was management supervisor at The Rogers Group, where she managed a number of accounts in industries ranging from consumer products such as packaged food and toys, to telecommunications, e-business and satellite television. Before that, she was with Murphy O'Brien Communications, a boutique firm in Southern California that provides public relations services to the food service and travel industries.

Silao earned a degree in English from UCLA. In her "spare time," Silao is a tweeting foodie and is connected with many local Los Angeles and Orange County-area food bloggers/enthusiasts.

## PART TWO:

# CLIENT AND SERVICES

**Haines & Co. clients include:**

### **BUSINESS IMPROVEMENT DISTRICTS**

Hollywood Entertainment District  
Sunset & Vine District

### **NONPROFIT AND EDUCATION**

UCLA  
USC  
Aviva Family & Children's Services in Hollywood  
Pilgrim School  
The California Endowment  
Chrysalis  
Downtown Women's Center  
A Noise Within Theater

### **REAL ESTATE (TEAM MEMBER EXPERIENCE)**

Primestor  
Caruso Affiliated  
Westfield  
DJM Capital  
Simon Property Group  
Ashkenazy Acquisition Corporation  
CBRE  
Yerba Buena Community Benefit District

### **SERVICES INCLUDE:**

Brand experience creation  
Collateral development  
Brand audits and development  
Brand blueprints  
Communications planning  
Media relations & media training  
Social media management & training  
Crisis communications  
Special events & event marketing strategy  
Web strategy & website development  
Sponsor & partnership marketing

## PART TWO:

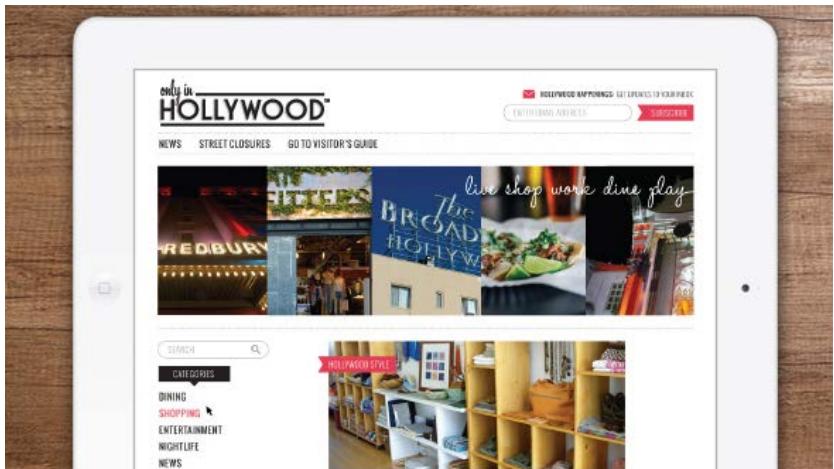
# ADDITIONAL RESOURCES: AMPLIFYING THE STORY

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In addition to our core team, we have ongoing business relationships with experts that can expand an idea across mediums and cultures.

We work with professionals in:

- Video production
- Photography
- Advertising
- Search Engine Marketing and Social Media Advertising
- Public affairs
- Ethnic outreach



## CASE STUDY

# HOLLYWOOD ENTERTAINMENT DISTRICT

### CONTINUING TO CHANGE THE CONVERSATION ABOUT HOLLYWOOD

It's hard to imagine another place as iconic as Hollywood. The very idea of Hollywood conjures up visions of glamour, cinema, movie stars, and a golden era we might want to revisit. At the same time, urban density, rapid influx of new tenants and residents, and legacy challenges with nightclubs, nightlife, and public perception of urban blight were obstacles to Hollywood's transformational efforts.

**Similar to the LA Fashion District, the Hollywood Entertainment District has ambitious goals and a one-person marketing team with a modest budget. To move forward in a manner compatible with the organization's resources, our approach has been to partner with their team over the course of the last four years.**

By bringing visibility to "bright spots" — those places, businesses, hotels, streetscapes and neighborhoods within the broader BID representing engaged property owners — we have steadily transformed the conversation about Hollywood, showing the world a vision of Hollywood as a culturally creative, eclectic, retro-glam, iconic, and relevant place for today's visitors, tenants, residents and business people.

Some of the successes we had in transforming perception of Hollywood including the following:

- Creation of a graphics system to ensure a consistent, unified brand across the website, newsletters, events, street teams, security and wayfinding signage
- Development of a messaging strategy guided by the principle of changing the conversation about Hollywood
- A process of reorganizing the BID's five existing websites into a single website ([onlyinhollywood.org](http://onlyinhollywood.org)) that provided ample opportunities for storytelling, promotion of BID accomplishments, news about happenings and new offerings within the BID
- Creation of a neighborhood strategy to focus on six distinct neighborhoods within the BID, each with its own distinctive sense of place and offerings for visitors and residents alike
- Infographics used to amplify key accomplishments and features of the BID from residential projects to hotels, educational institutions to entertainment and tourist offerings
- Ongoing media and blogger outreach to ensure a steady stream of "good news" from the BID — while introducing media and bloggers to what's new, now and next in the BID
- Event design and media/blogger outreach for the Sunset & Dine food festival and the Only in Hollywood Music Festival

# HEALTH & WELLNESS FAIR



**Bfit Bhealthy Bhappy Bhappy here**

**THE INTENT:** To create a meaningful urban event that embodies the BH brand, while providing resources and experiences to BH customers, adding value to the community and the mall. When and where possible, retail brands should be engaged and invited to extend the spirit of the experience into the mall.

**OWNING THE OPPORTUNITY:**

- Special appearance from a DADA dance team at the fair (like they did for RAVE opening)
- Give away all kinds of articles (packaged in a proprietary, interesting way) on this subject.
- Create counters, articles on healthy eating, having a registered dietician speak - like Dr. Oz launching a new fitness/health book that could be free!
- Aggregating information and re-working it – short-format, sound bites, cool infographics repackaged under the BH label. Use for not just at health fair but throughout the year.
- Create a mix of African American and Latino fitness bloggers. Create a blogger forum or meet-and-greet to provide more relevant insight to the BH customer.
- Identify a known African American trainer or athlete to conduct a class and/or speak to attendees.
- Healthy cooking demo.

**A Passport to B-fit:** For individuals or residents who register at events that then rewards them with discounts at participating retailers, show the stamped passport to retailers to receive a discount; also get stamped at participating retailers and receive a stamp in the passport book. This can be a BH fitness membership, BH fitness kit, DVD or other fitness-related gift package.

• On-mall signage leading up to event to build awareness.

• Capitalize on emerging fitness craze, Gospel Exercise, to create an audience and have a Sunday morning event.

RELOCATED  
**DEBBIE ALLEN  
DANCE ACADEMY**

HUNDREDS OF YOUNG ARTISTS FROM  
ACROSS SOUTHERN CALIFORNIA EACH DAY

ALL-NEW  
**RAVE CINEMAS 15**

A MODERN MULTIPLEX FEATURING  
15 SCREEN STADIUM SEATING, ALL-DIGITAL PROJECTION AND SEVEN  
REALD 3-D EQUIPPED AUDITORIUMS

**SHOP LOCAL**

HOME TO THE CRENSHAW FARMERS MARKET,  
OPERATED BY THE SUSTAINABLE ECONOMIC  
ENTERPRISES OF LOS ANGELES

**SPONSORSHIP POTENTIAL**

- Discuss involvement with appropriate retailers
- Provide sampling opportunities to energy bar, water, and/or energy drink packaged goods companies
- Possible weight loss sponsor (Jenny Craig, Weight Watchers)
- Special Healthy Kids sampling station with healthy snacks for kids (Nestle, Quaker, others)

75,000  
GUESTS PER WEEK

in the only enclosed mall in the area

\$40 million

R E N O V A T I O N

"POST-BEAM IS A  
NEIGHBORHOOD  
JOINT FEATURING  
REAL FOOD,  
CALIFORNIA IN  
SPIRIT WITH A SASSY  
SOUTHERN ACCENT"  
eaterla

"BH HAS A BIGGER  
OPPORTUNITY FOR  
GROWTH THAN  
MOST MALLS."

Los Angeles Business Journal

**NEW AMENITIES**

Dining court with kids seating area  
Children's play area  
Community room  
Concierge services  
Family restrooms  
Specialty kiosk and cart program  
Digital display kiosks  
Promenade  
Outdoor signage



NEW TO THE MALL THIS  
YEAR ARE FREE ZUMBA,  
CARDIO KICK AND YOGA  
CLASSES OFFERED ON  
THE MACY'S BRIDGE  
EACH WEEK.

## CASE STUDY

# BALDWIN HILLS CRENSHAW PLAZA

## AT THE CROSSROADS OF FOUR ICONIC LOS ANGELES NEIGHBORHOODS, A SHOPPING MALL OF YESTERYEAR SEEKS NEW RELEVANCE

Baldwin Hills Crenshaw Mall had long been at the crossroads of culture crossroads of culture and commerce for four of LA's most interesting and diverse neighborhoods: Baldwin Hills, Leimert Park, View Park, and Crenshaw. With competing properties positioned nearby, and the very idea of the indoor shopping mall becoming an increasing dying retail concept, we worked with Capri Capital Partners and then Primestor to breathe new life into this property, using placemaking, branding, programming, and promotion.

The concept was to not only refresh the retail offering, but to move community members to reconsider the mall for their shopping, dining, entertainment, and community-building needs.

Through a comprehensive audit of the marketplace, the surrounding neighborhoods, and the tenant mix and planned offerings, we build a new place and a new brand. Our work encompassed the development of a graphics program, programming and event concepts, criteria for creating a successful and stylish guest experience, and marketing and communications planning to reach both shoppers and prospective partners and sponsors.

The result was a powerful brand blueprint that included the following:

- Definition of the Baldwin Hills Crenshaw brand DNA
- A comprehensive graphics and visual identity program
- A strategy for transformation — product, place, and programming — weaving in the elegance and style consumers have come to expect from retail destinations
- Building buzz while still building the new property through on-site marketing, small events, a concert series and a fitness/wellness program
- Establishing the mall as a city center and community gathering place
- Creating a foundation for outreach to prospective partners and sponsors



## CASE STUDY EARTHBAR

### NOURISHING LIFE IN MODERN CITIES

Since 1971, Great Earth Vitamins has been a leading purveyor of all-natural vitamins and supplements. In 2008, Great Earth added a smoothie bar, cold-pressed juice, and grab and go nutritious meals and snacks and became Earthbar. In 2014, we began working with Alive Brands to position the brand for growth, identify a new visual sensibility for 27 retail locations in Southern and Northern California, and develop stronger storytelling to connect to customers seeking clean, organic, and natural health and wellness solutions.

Our work for Earthbar has encompassed a completed transformation of their packaging system, visual identity, and brand, as well as product development, store concepts, the launch of an e-commerce platform, and media relations to build buzz and generate interest in this familiar but reimaged health and wellness brand.

Since 2015, we have worked with Earthbar to accomplish the following:

- A complete transformation of their brand — logo, packaging system, photo style, retail environments, and e-commerce site.
- Development and expansion of a partnership operate Earthbar locations within Equinox Gyms
- Design and launch of Earthbar's e-commerce website
- Development of a successful storefront at LAX (Terminal 6) that enables passengers to "travel well"
- Media outreach to generate interest in Earthbar products designed to meet specific wellness needs: energy, beauty, weight management, recovery, immunity and more.
- Media training for key executive team members

Today, we continue to work on ramping up social media, adding new product categories, and identifying strategic partnerships.

## PART TWO: REFERENCES

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### **Kerry Morrison**

Executive Director

Hollywood Property Owners Alliance

[kerry@hollywoodbid.org](mailto:kerry@hollywoodbid.org)

323.463.6767

### **Bob Lustig**

CEO

Earthbar

[bob@earthbar.com](mailto:bob@earthbar.com)

949.279.5127

### **Anne Pautler**

Director

UCLA

[apautler@support.ucla.edu](mailto:apautler@support.ucla.edu)

310.794.6879

## PART TWO:

# BUDGET & DELIVERABLES

Billing will occur monthly on a retainer basis. This will allow the BID to be engaged with the right specialists at the right time to make the project work. For example, graphic design will be heavy at the beginning of the engagement as the visual identity is developed, and media relations may be busy in the middle as plans are developed and implemented.

We've found this set-up is ideal for organizations with large stakeholder groups. By allocating hours across a 12-month engagement, all parties are afforded time for:

- **Consensus-building**
- A realistic workflow for a small in-house marketing team
- An opportunity to **build momentum** at a manageable pace (as opposed to too much demand in a short time)
- An ability to build in-house capacity – meaning that **on-call agency resources and counsel** are available to BID staff and leadership over a longer period of time

We estimate the following average monthly breakdown for a 12-month engagement:

- Genevieve Haines, 9 hours/month
- Clare Sebenius, 9 hours/month
- Nerissa Silao, 5 hours/month

Hourly rate is \$150/hour.

Additional expenses

- Graphic design: \$5,000
- Production expenses (set aside for collateral, etc.): Estimating \$3,600

Total investment: \$50,000

## PART TWO:

# BUDGET & DELIVERABLES

Deliverables will include:

### Research

- Stakeholder input meetings
- Site visits

### Brand blueprint

- Brand definition and DNA
- Key messages
- Visual identity system and guidelines
- Opportunity analysis
- Recommendations on merchandising the LA Fashion District

### Communications planning

- Strategic roadmap
- Target audience identification and definition
- Message matrix by target group
- Brand Ambassador Online Toolkit
- Communication activity recommendations: Print or digital materials, public relations, digital outreach, etc.
- Outreach calendar

Twice-monthly planning meetings with client contacts

Monthly activity reports